

Carnegie Mellon University, School of Music

Music Entrepreneurial Studies

Communication and Marketing

Course Numbers: 57456 (undergraduate) and 57756 (graduate)

Spring 2017

Instructor: Lance LaDuke

Course Syllabus

Credits: 6 units

Course meetings: Tuesdays and Thursdays, 9:30-10:20am

CFA Mezzanine 160

Instructor: Lance LaDuke

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Office Hours by appointment (schedule through lanceladuke.com)

Course Description

What is your product? What is your message? Who is your audience? How do you reach them? Why you? How can you use social media to advance your career? How do you make a press kit, website or blog? These are among the topics we'll explore in this course. Projects, experts and case studies help us identify the key aspects of one of the most important aspects of any music career. Being a great musician won't do you any good if no one knows you exist!

Course objectives

By the end of the semester, students should be able to...

- Understand such concepts as branding, marketing, reach and advertising
- Identify audience segments and target messages to those segments
- Create compelling marketing materials, including bios, group and program descriptions, websites and flyers

- Learn to capitalize on social media and use it to effectively build and communicate to an audience
- Learn to write effective and powerful marketing copy (bios, sales pieces, etc.)
- Examine competitors and market leaders to look for opportunities and best practices

Requirements

Attendance, required reading, weekly assignments, and final portfolio.

GETTING HELP

Lance LaDuke is available for consultations upon request via email. Ask questions early and often.

GRADING

The final grade will appear as a letter grade according to the following scale:

A: 90-100 points

B: 80-89 points

C: 70-79 points

D: 60-69 points

R: below 60 (failing grade)

Assessment/DELIVERABLES

Attendance: 29 points possible

With new topics being addressed every week, attendance is critical to success in this course. Additionally, we will have a number of guest speakers to provide additional insights into the topics we are covering. The information and input they provide will be invaluable when creating the assignments and deliverables. One point for each class attended.

Savvy Arts Marketing A-List Canvas: 10 points possible

This is a tool which was developed by David Cutler (author of *The Savvy Musician*) and allows you to present all areas of your marketing strategy in a single document. The canvas will be distributed and explained in class.

Target Audience Research: 5 points possible

To be successful, musicians must identify a target market for their product or service. To market to everyone is to market to no one. Students will do a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of their product/service, generate three market leader profiles, identify and describe their specific target audience and create a short fictional biography for a sample “perfect” audience member.

Electronic Press Kit (EPK): 15 points possible

An EPK allows people to learn more about you, and will save you countless hours when setting up a gig, interview, recording session or tour. Your EPK can be sent as a link to the appropriate section of your website to a file where the items are stored, such as google drive or Dropbox. NOTE: for the purposes of the class, NO FINANCIAL OUTLAY is required. If students need and/or wish to pay for professional materials (photos, etc.), they may do so. However, sketches, mockups and low-resolution recordings, photos and videos (which can be created with smartphones or by checking out equipment from the library) are perfectly acceptable and will not factor into the final grade. The EPK consists of the following items:

1. Two bios, one short (one paragraph) and one long (one page)
2. Resume
3. Publicity photos
4. Logo
5. Slogan/tagline
6. Testimonials (minimum of three)
7. Product/group/program description
8. Flyer, poster or brochure
9. Press release for an upcoming event/release/product launch
10. Demo recordings (if applicable)

Website: 10 points possible

Students will submit either a link to an actual website (personal/group/project/product), or a drawn/printed mockup, including a site map.

Newsletter: 10 points possible

A newsletter is the best way to keep your self-selected audience informed of the goings-on you have going on. A sample demonstrating the layout and content is required. This can either be a link or a drawn/printed mockup.

Social Media Content Calendar: 10 points possible

Social media is a vital part of every musician's marketing arsenal and a systematic approach to creating and delivering content will allow for the greatest impact. Students must provide a three-month calendar (July-August 2017), displaying the type of content, platform and launch schedule, as well as a sample of each type of content.

One-Minute Marketing Video: 10 points possible

Every student should familiarize themselves with video creation. For this assignment, students should prepare a one-minute video promoting themselves, a project, a concert, a product or some other sort of event. The video should be uploaded to YouTube as unlisted and the link forwarded via email. A link to an pre-existing video is not acceptable unless otherwise authorized by permission from the professor.

Final presentation: 5 points possible

Each student will present an overview of their portfolio in the last two weeks of class. The length of the presentations will be based on the number of students in the class, but something in the 2-3 minute range is likely.

Weekly Schedule

The schedule for this class will be very fluid, based on class needs and speaker availability. In general, we will follow the flow of the projects in the order in which they appear above. Deadlines for the deliverables will be covered in class.

Required Text

Cutler, David; *The Savvy Musician* 2010.

While this book is a tremendous resource overall, the most pertinent chapters for this class include chapters 2, 3, 4, 5, 7, 13, 14, and appendix A.

Recommended Texts

Seth, Godin *The Icarus Deception* (2012); *Purple Cow* (2009); *Tribes* (2008)

Hyatt, Ariel; *Cyber PR for Musicians* 2012.

Baker, Bob; *Guerilla Music Marketing Online* (2012)

Moore, James; *Your Band is a Virus* (2011)

Gladwell, Malcolm; *The Tipping Point* (2002); *Outliers* (2011).